



WKMG

ORDER

Print Date 10/25/12 Page 1 of 2

Flight Dates 10/25/12-10/30/12

Contract / Revision 263048 /
Original Date / Revision 10/25/12 10/25/12
Advertiser Pol/Mitt Romney/R/ Presider

Product ROMNEY FOR PRESIDENT
Agency Com 15%
Billing Contact
 138 Conant Street
 Beverly, MA 01915

Agency American Rambler Producti
Buying Contact
 138 Conant Street
 Beverly, MA 01915

Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate #
Alt Order # 06396743
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes AGY POL CAND
Product Codes PL-Presidential-Republican
Priority P-2
Advertiser Ref

Primary Account Executive
 Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 120000

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	9	\$73,950.00	\$87,000.00	0.00	10/01/12	10/28/12	9	\$73,950.00	\$87,000.00
November 2012	3	\$28,050.00	\$33,000.00	0.00	10/29/12	10/30/12	3	\$28,050.00	\$33,000.00
Totals	12	\$102,000.00	\$120,000.00	0.00					

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKMG	10/29/12	10/29/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----		1				\$10,000.00		0.00			
E 2	WKMG	10/30/12	10/30/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----		1				\$12,000.00		0.00			
E 3	WKMG	10/30/12	10/30/12	Tue Prime 9p NCIS:LA	CM	9-10p	-1-----	:30	1	\$11,000.00	P-2	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----		1				\$11,000.00		0.00			
E 4	WKMG	10/25/12	10/25/12	Thu Prime 9p Person of Interest	CM	9-10p	---1---	:30	1	\$11,000.00	P-2	0.00	NM	1	\$11,000.00

Totals	12\$120,000.00
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